



**Central Pacific Bank**

## Tanzu – Cloud Native Application Use Case

**Brett Chapman – Account Executive**

**Central Pacific Bank**

**7/28/22**

# Summary & Challenges

## **RISE2020 INITIATIVES announced December 2020:**

- **Digital Banking –** Online mobile & banking applications needed rapid improvement to user interface
- **Branch Transformation –** ATM enhanced customer experience
- **Operational Excellence –** Commercial loan origination system, outsource mortgage loans, leverage technology
- **Revenue Enhancements -** Small business and cash management products, enterprise sales management tools
- **COVID-19 effected business -** First quarter results were loss of \$54M based on projections of \$58M loss
- **Decision made by Executive Board -** Accelerate specific initiatives listed above in Q1, 2021

# SOLUTION

- **Tanzu provided – Time to Market**
- **CPB needed immediate solution to expand branch services and shut down certain branches and parts of their retail business.**
- **Tanzu Mobile Focus:**
  - **Modernize CPB Digital Foundation**
  - **Enhance revenue models**
  - **Provide personalization on the applications**
  - **Delivery operational scalability**

## Revenue for Q2 Business

- Closed \$1.3M Tanzu SOW 7/22/22
- Closed \$500K Tanzu License ELA 7/20/22
- Total ARR – 600K
- Total TCV - \$1.8M

# Buyer Personas

- **Vice President of Branch & Retail Marketing**
- **VP or Director Banking Technology**
- **CISO & Deputy CISO**
- **Director of Risk & Compliance, Security Architects**
- **CIO – for final signatory approval**